Eggmaa

Egg bar khao,
Baar baar aao.


Eggmaa
Egg bar khao,
Baar baar aao.

Brand Introduction

At Eggmaa, everything begins with an egg.

Eggmaa is a street-style food destination where the humble egg becomes the hero. We bring together the bold flavours of North India and the comforting tastes of South India, giving familiar favourites a fun, flavour-packed Eggmaa twist.

From street-style bites and spicy masala creations to hearty fusion dishes, every item on our menu is built around egg. Some are familiar, some are unexpected, but everything is made to be tasty, satisfying and worth coming back for.

Because at Eggmaa, there's always another way to enjoy an egg.

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Tone of Voice

Playful

Desi

Witty

Friendly

Crave-worthy.

We use simple language, clever wordplay and everyday expressions. Our communication should feel young and conversational, never corporate or overly sophisticated.

And whenever possible, we bring the egg into the conversation — through puns, expressions and playful twists.

Because we don't just want people to read Eggmaa.

We want them to taste it in the words.
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Logo Elements

The Eggmaa logo brings the brand idea to life through simple, playful elements. The egg-inspired ‘E’ represents our hero ingredient, while the yolk and steam communicate freshness, warmth and freshly prepared food. Together, they create a fun and instantly recognizable identity that celebrates what Eggmaa is all about: eggs.



Typography



The Eggmaa identity is intentionally hand-drawn, giving the brand a raw, playful and unmistakably street-food character. Every letter in the main logo has been custom drawn rather than built from an existing typeface. This makes the wordmark feel personal, spontaneous and unique to Eggmaa.

For supporting communication, Made Tommy complements the organic character of the logo while keeping headlines and brand messaging bold and easy to read. The tagline uses a clean supporting typeface, creating contrast with the handcrafted logo and maintaining clarity at smaller sizes.

Hand-drawn at heart. Playful by nature.
Eggmaa by character.

Made Tommy

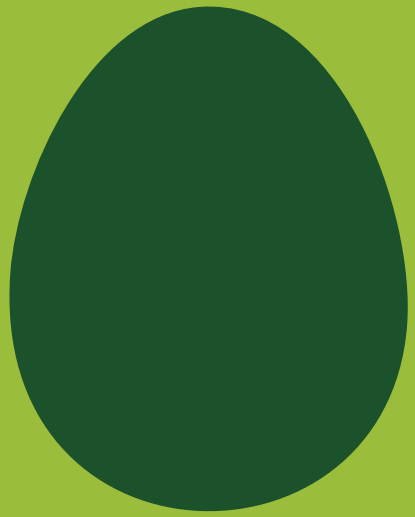
Tagline font name

Brand Colours



Masala Orange

#F26122



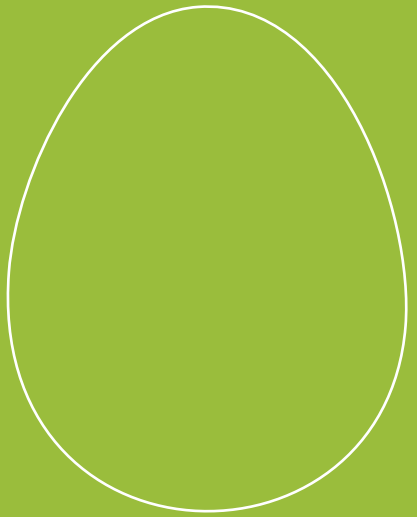
Curry Leaf Green

#18522C



Chilli Red

#D62727



Fresh Lime Green

#9ABD3C

Brand Pattern

The Eggmaa pattern is created from the brand's most recognizable element, the egg-inspired 'E'. Repeated in a playful rhythm, it creates a bold and energetic visual language that is instantly connected to Eggmaa.

The pattern can be used across packaging, food wraps, takeaway bags, uniforms, menus, signage and digital communication to add personality and strengthen brand recognition. Its simple form allows it to work as both a strong graphic feature and a subtle background element.











Shop Branding



Takeaway Bag



Plate Design





Menu Card


Eggmaa
Egg bar khao,
Baar baar aao.
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
Eggmaa
Egg bar khao,
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NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME - 50/-
NAME -

Staff Uniform



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Baar baar aao.**

From one humble egg to endless flavours, Eggmaa is here to make everyday street food a little more fun, a lot more flavourful, and always worth coming back for.

Egg bar khao, Baar baar aao.